

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY BUCHAREST PRIORITY

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E.O. 11652: N/A

TAGS:EEWT, RO

SUBJECT: VISIT OF DEPUTY MINISTER OF LIGHT INDUSTRY N. ENEA

SUMMARY: ON APRIL 26 COM/BEWT AND OTHER DOC OFFICIALS, LED BY ACTING DAS STROH AND COUNTRY AFFAIRS OFFICE DIRECTOR GEORGE, MET WITH GOR DEPMIN OF LIGHT INDUSTRY ENEA AND OTHER GOR OFFICIALS TO DISCUSS OUR CURRENT TRADE RELATIONS IN LIGHT INDUSTRY FIELD AND ROMANIA'S INTEREST IN EXPANDING THESE RELATIONS. WASHINGTON WAS NEXT-TO-LAST STOP ON TRIP THAT INCLUDED VISITS TO NEW YORK AND LOS ANGELES. FOCUS THIS MEETING WAS GOR CONCERN WITH MARKET DISRUPTION ISSUE RE CLEAR SHEET GLASS AND POTENTIAL FOR SAME IN TEXTILE AREA. ALSO DISCUSSED WAS POTENTIAL PENetration OF U.S. MARKET BY GOR LIGHT INDUSTRY EXPORTS AND TO LESSER EXTENT, U.S. EXPORTS OF SAME TO ROMANIA. RE GOR EXPORTS, SOME TIME SPENT DISCUSSING GOR MARKETING TECHNIQUES AND STRATEGY. LIMITATION OF USG ROLE VIA COMMERCE AND OTHER DEPARTMENTS EMPHASIZED TO ENEA. FOLLOWING THIS
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MEETING DEPMIN ENEA LEFT FOR ONLY OTHER WASHINGTON VISIT-

WITH STR. END OF SUMMARY

1. ON APRIL 26, ACTING DAS STROH AND BEWT COUNTRY AFFAIRS OFFICE DIRECTOR GEORGE MET FOR ONE HOUR WITH DEPUTY MINISTER OF LIGHT INDUSTRY NICOLAE ENEA. OTHER MEMBERS OF GOR DELEGATION WERE ION CHIOVEANU, COUNSELOR AT MINISTRY OF LIGHT INDUSTRY AND N. FODOR, M. IORDACHESCU AND I. CORA, ALL OF GOR EMBASSY. MEETING WAS CHAIED BY MR. GEORGE AND U.S. SIDE INCLUDED COMMERCE SPECIALISTS ON TEXTILES AND SHOES FROM OUTSIDE BEWT. WASHINGTON REPRESENTED THE NEXT-TO-THE LAST STOP ON APPROXIMATELY 10-DAY TRIP FOR ENEA THAT INCLUDED VISITS TO UNSPECIFIED COMPANIES IN NEW YORK AND LOS ANGELES. MEMCON OF FULL MEETING WILL FOLLOW SHORTLY. IN MEANTIME, HIGHLIGHTS ARE AS FOLLOWS:

2. AFTER CITING THE BENEFICIAL EFFECTS BROUGHT BY MFN TO EXPORTS IN HIS MINISTRY, DEPMIN ENEA REFERRED TO THE DUMPING ISSUES AND THEIR RESTRICTIVE EFFECT ON U.S. GOR TRADE. SPECIFICIALLY, HE NOTED TIME CONSUMING ANTI-DUMPING ACTIONS INVOLVING FOOTWEAR (LAST YEAR) AND SHEET GLASS (CURRENT) AND ASKED IF THERE WERE OTHER POTENTIAL RESTRICTIVE ACTIONS RE LIGHT INDUSTRY PRODUCTS. WE EXPLAINED THAT THE U.S. BUSINESS COMMUNITY, NOT THE USG, INITIATES ANTI-DUMPING ACTIONS AND THAT ONCE SUCH ACTION BEGAN, IT WAS NOT COMMERCE WHICH CARRIED OUT THE NECESSARY INVESTIGATION. COMMERCE TEXTILE EXPERT REVIEWED U.S.-GOR RELATIONS RE TEXTILES AND WARNED THAT WE ARE LOOK-ING CLOSELY AT MEN'S AND BOYS' SUITS AND COATS OF ALL FIBERS AS A POTENTIAL MARKET DISRUPTION AREA. ENEA STRESSED THAT GOR'S U.S. MARKET SHARE OF THIS PRODUCT AREA AND OTHERS WAS SMALL AND POSED NO REAL VOLUME THREAT TO U.S. INDUSTRY.

3. DEPMIN ENEA ALSO SOUGHT OUR ASSISTANCE AND GUIDANCE RE PENTRATION OF U.S. MARKET BY GOR LIGHT INDUSTRY

EXPORTS. IN PARTICULAR HE OUTLINED BROAD LIST OF SUCH EXPORTS, INCLUDING TEXTILES (I.E. GARMENTS, KNITWEAR LINEN), FOOTWEAR AND LEATHER GOODS, GLASSWARE, CERAMICS AND CHINA, AND METAL AND PLASTIC KITCHEN UTENSILS. WE LIMITED OFFICIAL USE

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EMPHASIZED TO DEPMIN THE LIMITED ROLE WHICH COMMERCE AND OTHER USG DEPARTMENTS CAN PLAY RE ROMANIA EXPORTS. ENEA ALSO MENTIONED NEED FOR CERTAIN U.S. LIGHT IN-DUSTRY EXPORTS TO ROMANIA, EMPHASIZING IMPORTANCE OF 2 WAY TRADE IN U.S.-GOR RELATIONS. IN PARTICULAR, HE CITED RAW HIDES, COTTON, AND TECHNOLOGY, AND EQUIPMENT (INSTALLATIONS) IN GLASS FIBER FIELD AS BEING STRONG POTENTIAL U.S. EXPORTS FOR GOR MARKET. RE MARKETING

ARRANGEMENTS FOR GOR LIGHT INDUSTRY EXPORTS TO U.S.,
ENEA SAID THAT THIS WAS HANDLED WITHIN PURCHASING
RELATIONSHIP ESTABLISHED WITH U.S. IMPORTERS AND THAT GOR

HAD NOT SOUGHT SEPARATE MARKETING FIRMS TO PLACE ITS

EXPORTS IN THE U.S. HE NOTED THAT GOR IMPORTERS PRO-
VIDE SIMILAR MARKETING FUNCTION FOR U.S. EXPORTERS
SEEKING PENETRATION OF ROMANIAN MARKET.

COMMENT: THIS MEETING REQUESTED BY GOR EMBASSY ON SHORT
NOTICE AND WITHOUT MUCH INDICATION OF WHAT ENEA WANTED TO
TALK ABOUT. ENEA'S MAIN CONCERN SEEMED WITH DISRUPTIVE
IMPACT OF ANTI-DUMPING ACTIONS ON GOR-U.S. BUSINESS
COMMUNITY RELATIONSHIPS EVEN WHEN SUCH ISSUES RESOLVED

SUCCESSFULLY AS WITH SHOES IN 1976. ENEA SEEMED WORRIED
ABOUT FUTURE SUCH ACTIONS IN HIS AREA AND PRESSED COMMERCE
TEXTILE EXPERT ON DEGREE OF SENSITIVITY RE SUITS AND COATS.
ENEA DID NOT STRESS PARTICULAR EXPORTS FOR U.S. MARKET
PENTRATION BUT RATHER, EXPRESSED HOPE THAT OVERALL
VOLUME OF LIGHT INDUSTRY EXPORTS COULD BE INCREASED THIS
YEAR. THIS MEETING WAS RATHER LOW KEY AND GOR EFFORTS,
PARTICULARLY BY FODOR AND EMBASSY STAFF, WERE CONSIDER-
ABLY LESS INTENSE THAN THOSE DURING NECULAR MEETING
IN MARCH, THEREBY APPARENTLY REFLECTING SOMETHING OF
ROMANIA'S ECONOMIC PRIORITIES. SISCO

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